

NPS APPROVAL LETTER

The National Park Service has approved the Historic Preservation Certification Application Part 2 Amendment submitted January 9, 2020 and May 22, 2020 containing exterior building and site signage.

Since the time of the NPS submission, the naming rights partner has been announced. The drawings contained in this package have been updated to reflect the new name of the arena, Climate Pledge Arena.



RECEIVED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

OMB Approved No. 1024-0009 Form 10-168 Rev. 2014

DEC HISTORIC PRESERVATION CERTIFICATION APPLICATION AMENDMENT / ADVISORY DETERMINATION

	•	DEPT. OF ARCHAEOLOGY & HISTORIC PRESERVATION	NPS Project Number	
			37674	
Inst	ructions: This page	e must bear the applicant's original signature and must be dated.		
1.	Property name Century 21-Washington State Coliseum			
	Property address	Property address 305 Harrison Street, Seattle, King County, WA 98109-4623		
2.		includes additional information requested by NPS for an application currently on hold. updates applicant or contact information. amends a previously submitted Part 1 Part 2 Part 3 application requests an advisory determination that phase of phases of this rehistandards for Rehabilitation. Phase completion date Estimated rehabilitation costs of phase (QRE)	JAM 8 9 2010	
	This amenda Washington of the app: Rehabilita	mation here; continue on following page if necessary. ment describes general parameters for new exterior si State Coliseum. This amendment is submitted to compl roved Historic Preservation Certification Application tion for the Century 21-Washington State Coliseum, da in keeping with the building's historic character an	y with the condition of approval Part 2-Description of ted February 22, 2019. The new	
3.	Project Contact (if different from applicant)			
	Name Christine Lazzaretto, Managing Principal Company Historic Resources Group			
	Street 12 S F	air Oaks Avenue, Suite 200 CMy Pasadena	State CA	
	Zip 91105-3	816 Telephone (626) 793-2400 Email Address christine@h	istoricresourcesgroup.com	
	owner of the above described property owner, a copy of v CFR § 67.3(a)(1) factual represents imprisonment of u Name France	sca Leiweke Bodie Signature Wancerra 'U	r(2) [2] if I am not the fee simple owner of the above- no objection, as noted in a written statement from the iously submitted, and (ii) meets the requirements of 38 uriate. I understand that knowing and willful falsification of which, under certain circumstances, provides for Outline Date 12-27-20/9	
	Applicant Entity	Oak View Group ss	N or TIN 37-1786932	
	Street 1100 G	lendon Avenue, Suite 2100 City Los Angeles	State CA	
	Zip 90024-5	Telephone (310) 954-4821 Email Address flbodie@oa	akviewgroup.com	
	Applicant, S	SN, or TIN has changed since previously submitted application.		
NP:	S Official Use Or	nly		
	Mational Park Servi meets the Secreta will meet the Secreta does not meet the	ice has reviewed this amendment to the Historic Preservation Certification Application and his rot the Interior's Standards for Rehabilitation. etary of the Interior's Standard for Rehabilitation if the attached conditions are met. It is secretary of the Interior's Standards for Rehabilitation	as determined that the amendment:	
Adv	isory Determination	s:		
Date	determination is a have been comple provided to the interest of the interest o	Service has determined that the work completed in this phase is consistent with the Secretive divisory only. A formal certification of rehabilitation can be issued only after all rehabilitation teld. This approval could be superseded of stormal revenue Service. National Park Service Authorized Standard Comments attached	work and any associated site work or new construction meet the Secretary's Standards. A copy of this form will be	
Ą	NPS conditions of	Toomments attached Type Is C Sh	ecter	

NPS Form 10-168e (Rev. 06/2016) National Park Service

OMB Control No. 1024-0009

HISTORIC PRESERVATION CERTIFICATION APPLICATION NATIONAL PARK SERVICE CONDITIONS

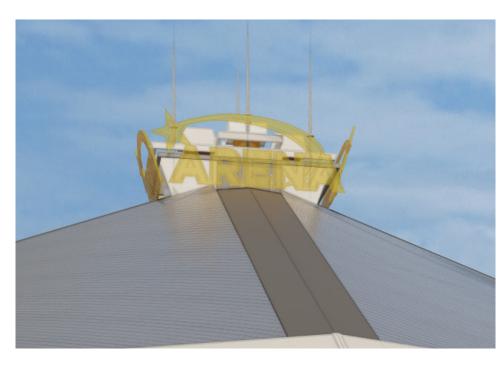
Property Name	Century 21-Washington State Coliseum Project Number 37674			
Property Address Amendment for Signag	305 Harrison Street, Seattle, WA			
	s property as described in the Historic Preservation Certification Application will meet the Secretary of the Rehabilitation provided that the following condition(s) is/are met:			
Review and approva revised proposal and	I of the signage amendment, initially received by NPS on January 9, 2020, is based on the updated information submitted to the NPS on May 22, 2020.			
the lettering of following limit exceed 29'-2' height. Each Furthermore, a logo or emb to this signag	In ID signage as proposed is acceptable, though it is recommended that it is smaller. However, if any on the sign changes from "Seattle Center Arena" to a different name, the sign must maintain the imitations as identified in the Amendment: The overall dimension of each crown ID sign must not 3'-2" in width or 16' in height. Each individual letter/logo in the bottom row must not exceed 3'-1" in inch individual letter/logo in the rows above the bottom row must not exceed 4'-11" in height. Fore, this condition is based on the proposal to use block letters. If the proposal is revised to include emblem rather than block letters, it must stay within the overall extents as proposed. Any changes hage that does not meet this criteria, must be submitted as an amendment through the WA SHPO is for review and approval to ensure conformance with the Standards.			
	g that the conditions have been met must be submitted with the Request for Certification of Completed Work.			
and the National Park Se	in the work as described in the application should be brought to the attention of the State Historic Preservation Office ervice in writing, using the Amendment/Advisory Determination form, prior to execution to ensure that the proposed the Standards. Amendments must be submitted through the State Historic Preservation Office unless otherwise			
	ice has determined that this project will meet the Secretary of the Interior Standards for Rehabilitation if the			
June 20, 2020	Angeli C Shear			

Angela C. Shearer, 202-354-2038

July 30, 2020 **POPULOUS** 3 Climate Pledge Arena **Crown ID Sign Documentation**

Summary of Design Evolution





Crown ID sign shown in 10/16/2019 Landmarks Design Briefing

05.21.2020 NPS SUBMITTAL

07.30.2020 LANDMARKS SUBMITTAL

KEY ARENA SIGNAGE

NPS APPROVED SIGNAGE

PROPOSED SIGNAGE WITH NAMING RIGHTS PARTNER

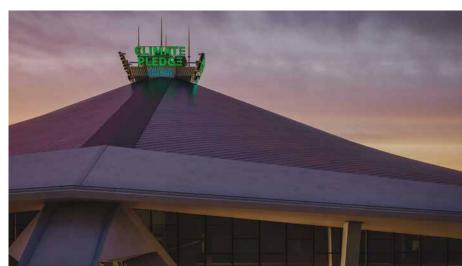










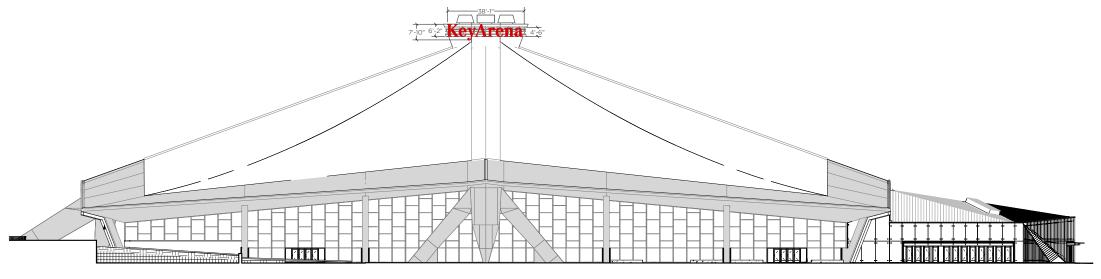


The proposed Crown ID sign with the naming rights partner contains the same letter count, letter height, fonts, and overall height and width dimensions approved by NPS. Since NPS's review, the width of the word "ARENA" has been reduced to increase visibility of the monitor to the left and right of the word.

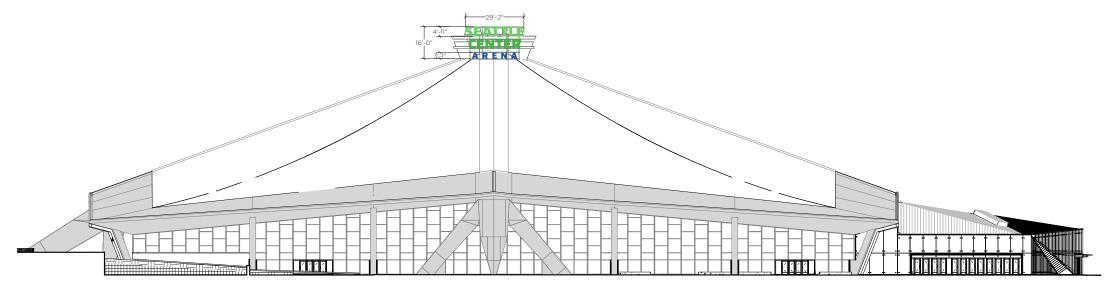
Design Evolution Informed by NPS Review:

The Crown ID signs have been reduced in size as much as possible while still maintaining a similar legible viewing distance as the Key Arena signage. Each of the four signs has been substantially reduced in width, from 43 feet to 29 feet 2 inches. This is narrower than the KEY ARENA signs, which were 38 feet 1 inch wide. Each of the new signs will be individually mounted on a steel frame, one on each end of the cross-shaped monitor. The Key Arena signage was mounted on a steel frame that wrapped the entire monitor, almost completely obscuring it from view.

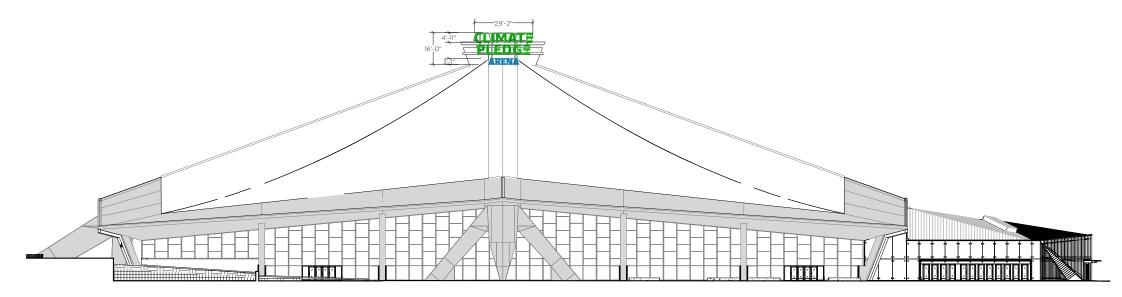
The narrower width of the new signs, and the individual frames, will expose more of the historic roof monitor to view, while the smaller fonts make the sign itself more transparent. The proposed new signage will thus improve views of the monitor over the existing conditions. The new signs will be taller than the existing, at 16 feet overall compared to 7 feet 10 inches; but the added height will partially conceal the non-historic mechanical equipment added to the roof in the 1995 remodel.



KEY ARENA SIGNAGE



NPS APPROVED SIGNAGE



PROPOSED SIGNAGE WITH NAMING RIGHTS PARTNER

SQUARE FOOTAGE & LEGIBILITY



KERRY PARK IS ROUGHLY 3,000-FT FROM SEATTLE CENTER ARENA SIGN

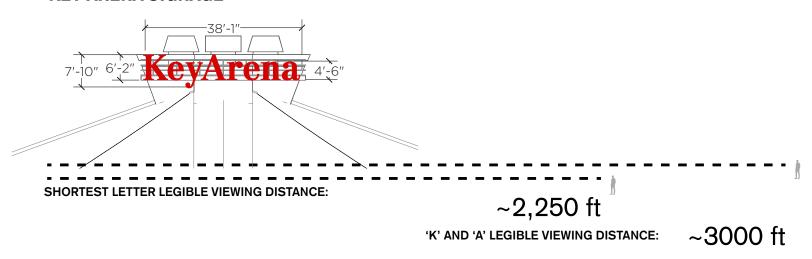


ICONIC SEATTLE SKYLINE VIEW FROM KERRY PARK, WHERE KEY ARENA LOGOS WERE LEGIBLE.

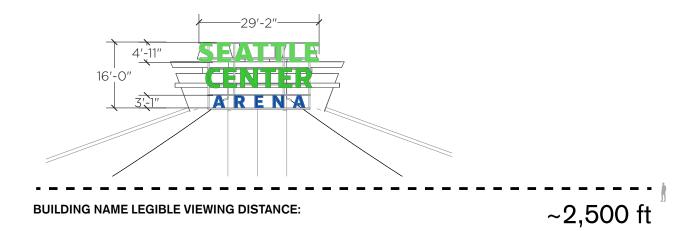


LOCAL SIGNAGE EXAMPLE / T-MOBILE PARK EAST BROW SIGN

KEY ARENA SIGNAGE

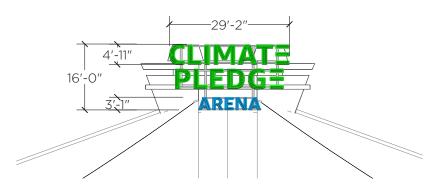


NPS APPROVED SIGNAGE

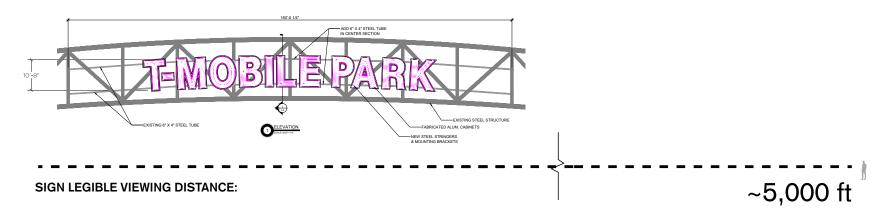


PROPOSED SIGNAGE WITH NAMING RIGHTS PARTNER

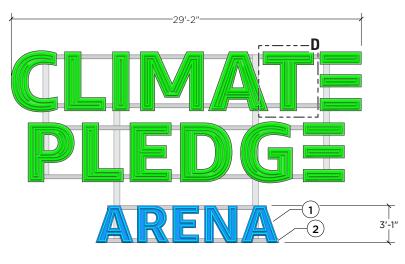
Sign dimensions & legible viewing distance match the NPS approved signage.

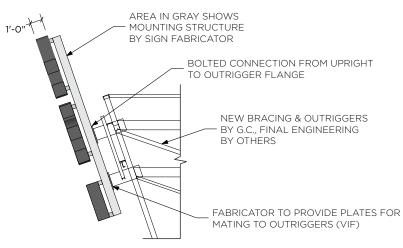


LOCAL SIGNAGE EXAMPLE



Crown ID Sign Construction Details



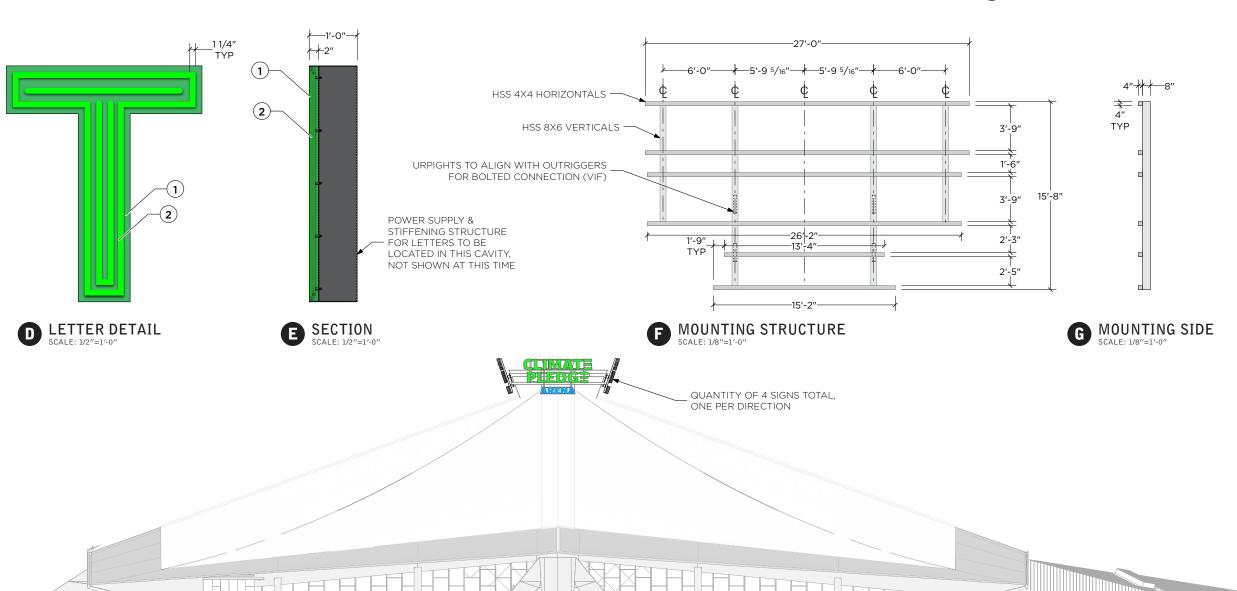














POPULOUS°

4800 Main Street | Suite 300 | Kansas City, MO 64112 Main: (816) 221-1500 | Fax: (816) 221-1578

DRAWING NOTES:

1. OPEN FACE CHANNEL LETTERS

- Welded aluminum construction
- Mid-panel for faux neon tubing to be 2" inset from face of open channel
- Tack welds to be concealed on interior of channel letter
- Joint at back panel to be filled/caulked (prior to paint) to prevent light leak.
- Back panel to be removable via screws for accessing internal mounting hardware and chasing wiring
- Paint all exterior surfaces to match PMS Cool Gray 10 with metallic finish
- -Paint interior surfaces of "CLIMATE PLEDGE" to match PMS 2270C (green)
- -Paint interior surface of 'ARENA' to match PMS 2925C (blue)
- -Letters are to be mechanically attached to steel mounting structure
- Mounting structure and hardware to be in bright aluminum or galvanized finish

2. FAUX NEON RESIN TUBING

- -1-1/4" depth x 1-1/4" width, with 3/8" exposed acrylic resin face
- Acrylic resin to be clear with 2nd surface vinyl application
- Edges eased and polished on face
- -2nd surface vinyl to be brand color green on 'Climate Pledge' and brand color blue on 'Arena'
- -Returns on 'Climate Pledge' to be green color
- -Returns to on 'Arena' tubing to be blue color
- White LED illumination, 6000k temperature
- Mechanically attached to mid-plane of channel letter
- -Basis of Design: Bitro Resno: RS-AC-N2

ADDITIONAL REQUIREMENTS:

SIGN FABRICATOR IS RESPONSIBLE FOR VERIFYING MOUNTING CONDITIONS & FIELD DIMENSIONS

LED LIGHTING TO BE DIFFUSED AND EVEN, NO VISIBLE HOTSPOTS OR COLDSPOTS.

SPONSOR TO APPROVE SIGN FABRICATION METHOD & FINISHES

FABRICATOR TO COORDINATE WITH G.C. AND ENGINEER ON FINAL SPECIFICATION OF MOUNTING STRUCTURE

DRAWING IS FOR **CONSTRUCTION INTENT**, ENGINEERED SHOP DRAWINGS FOR PERMIT REVIEW TO BE PRODUCED BASED ON THESE DETAILS

QUANTITY: 4 SIGNS

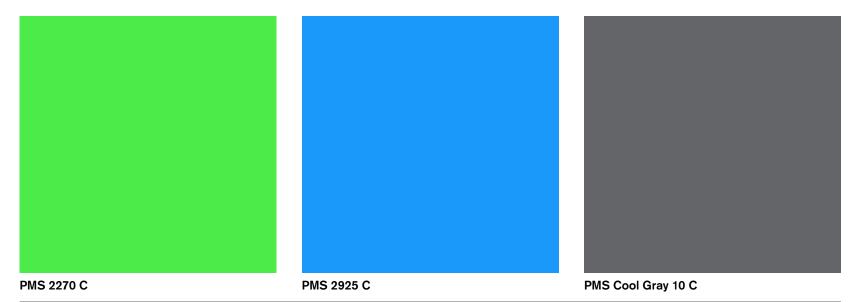
SEATTLE CENTER ARENA

Project Number: 17.4538 Phase: CONSTRUCTION Date: 07.30.2020

revisions

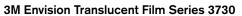
A - Crown ID

sheet: G.10.0



Paint Colors





Bright Blue 3730-167L PANTONE® 2935 C

3M Envision Translucent Film Series 3730

Faux Neon Resin Tubing - Vinyl Colors



Tube Detail Photo



Illuminated / Non-illuminated Example



Bright Aluminum

Mounting Structure

Faux Neon Resin Tubing housed in an open face channel letter

Faux Neon Resin Tubing: Bitro Resno RS-AC-N2

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DRAWING NOTES:

SEATTLE CENTER ARENA

Project Number: 17.4538 Phase: CONSTRUCTION Date: 07.30.20

evisions:

A - Crown ID
Finishes/Materials/Colors

sheet: G.11.0

